AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-179. (**Canceled**).

180.   (**New**) A method, comprising:

determining, using a computing device, an initial price of a financial instrument based at least in part on an estimated revenue for a movie, in which the financial instrument represents the movie;

receiving an order to buy the financial instrument;

receiving an order to sell the financial instrument;

determining, using the computing device, an imbalance between a quantity of received buy orders and a quantity of received sell orders for the financial instrument;

determining, using the computing device, a price of the financial instrument based at least in part on the imbalance; and

executing a trade on the financial instrument at the determined price.

181.   (**New**) The method of claim 180, in which the estimated revenue for the movie comprises a potential box office revenue for the movie.

182.   (**New**) The method of claim 180, further comprising:

attaching a warrant with a strike price to the financial instrument.

183.   (**New**) The method of claim 180, further comprising:

determining that the imbalance exceeds a threshold; and

stopping trading of the financial instrument based on the imbalance exceeding the threshold.

184.   (**New**) The method of claim 183, in which determining the price of the financial instrument comprises:

determining a price increase for the financial instrument based on the imbalance.

185.   (**New**) The method of claim 184, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price increase; and

increasing the price of the financial instrument when the price increase exceeds the threshold.

186.   (**New**) The method of claim 184, in which determining the price of the financial instrument further comprises:

increasing a previous price of the financial instrument from a previous cycle by the price increase.

187.   (**New**) The method of claim 183, in which determining the price of the financial instrument comprises:

determining a price decrease for the financial instrument based on the imbalance.

188.   (**New**) The method of claim 187, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price decrease; and

decreasing the price of the financial instrument when the price decrease exceeds the threshold.

189.   (**New**) The method of claim 187, in which determining the price of the financial instrument further comprises:

decreasing a previous price of the financial instrument from a previous cycle by the price decrease.

190.   (**New**) The method of claim 180, in which receiving the order to buy the financial instrument comprises:

receiving, from a remote device, the order to buy the financial instrument, in which the computing device and the remote device are in communication over a network.

191.   (**New**) An apparatus, comprising:

at least one computing device; and

a non-transitory tangible medium storing instructions that, when executed by the at least one computing device, cause the at least one computing device at least to:

determine an initial price of a financial instrument based at least in part on an estimated revenue for a movie, in which the financial instrument represents the movie;

receive an order to buy the financial instrument;

receive an order to sell the financial instrument;

determine an imbalance between a quantity of received buy orders and a quantity of received sell orders for the financial instrument;

determine a price of the financial instrument based at least in part on the imbalance; and

execute a trade on the financial instrument at the determined price.

192.   (**New**) The apparatus of claim 191, in which the estimated revenue for the movie comprises a potential box office revenue for the movie.

193.   (**New**) The apparatus of claim 191, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

attach a warrant with a strike price to the financial instrument.

194.   (**New**) The apparatus of claim 191, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

determine that the imbalance exceeds a threshold; and

stop trading of the financial instrument based on the imbalance exceeding the threshold.

195.   (**New**) The apparatus of claim 194, in which determining the price of the financial instrument comprises:

determining a price increase for the financial instrument based on the imbalance.

196.   (**New**) The apparatus of claim 195, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price increase; and

increasing the price of the financial instrument when the price increase exceeds the threshold.

197.   (**New**) The apparatus of claim 195, in which determining the price of the financial instrument further comprises:

increasing a previous price of the financial instrument from a previous cycle by the price increase.

198.   (**New**) The apparatus of claim 194, in which determining the price of the financial instrument comprises:

determining a price decrease for the financial instrument based on the imbalance.

199.   (**New**) The apparatus of claim 198, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price decrease; and

decreasing the price of the financial instrument when the price decrease exceeds the threshold.

200.   (**New**) The apparatus of claim 198, in which determining the price of the financial instrument further comprises:

decreasing a previous price of the financial instrument from a previous cycle by the price decrease.

201.   (**New**) The apparatus of claim 191, in which the at least one computing device comprises the non-transitory tangible medium.

202.   (**New**) The apparatus of claim 191, in which the at least one computing device does not comprise the non-transitory tangible medium.

203.   (**New**) An article of manufacture, comprising:

a non-transitory tangible medium storing instructions that, when executed by at least one computing device, cause the at least one computing device at least to:

determine an initial price of a financial instrument based at least in part on an estimated revenue for a movie, in which the financial instrument represents the movie;

receive an order to buy the financial instrument;

receive an order to sell the financial instrument;

determine an imbalance between a quantity of received buy orders and a quantity of received sell orders for the financial instrument;

determine a price of the financial instrument based at least in part on the imbalance; and

execute a trade on the financial instrument at the determined price.

204.   (**New**) The article of manufacture of claim 203, in which the estimated revenue for the movie comprises a potential box office revenue for the movie.

205.   (**New**) The article of manufacture of claim 204, further comprising the at least one computing device.

206.   (**New**) The article of manufacture of claim 203, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

attach a warrant with a strike price to the financial instrument.

207.   (**New**) The article of manufacture of claim 203, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

determine that the imbalance exceeds a threshold; and

stop trading of the financial instrument based on the imbalance exceeding the threshold.

208.   (**New**) The article of manufacture of claim 207, in which determining the price of the financial instrument comprises:

determining a price increase for the financial instrument based on the imbalance.

209.   (**New**) The article of manufacture of claim 208, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price increase; and

increasing the price of the financial instrument when the price increase exceeds the threshold.

210.   (**New**) The article of manufacture of claim 208, in which determining the price of the financial instrument further comprises:

increasing a previous price of the financial instrument from a previous cycle by the price increase.

211.   (**New**) The article of manufacture of claim 207, in which determining the price of the financial instrument comprises:

determining a price decrease for the financial instrument based on the imbalance.

212.   (**New**) The article of manufacture of claim 211, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price decrease; and

decreasing the price of the financial instrument when the price decrease exceeds the threshold.

213.   (**New**) The article of manufacture of claim 211, in which determining the price of the financial instrument further comprises:

decreasing a previous price of the financial instrument from a previous cycle by the price decrease.